

SAC Committee

October 27, 2020

Meeting #2



Roseburg Downtown Parking Assessment

Guiding Principles

Finance and Enforcement

Public Outreach

RIK WILLIAMS CONSULTING
Parking & Transportation

Stakeholder Advisory Committee

Dick Baltus – Downtown Professional Service Provider (AHM Brands)

Ray Bartrum – Downtown Restaurant Owner (Old Soul Pizza)

Carole Cohen – Downtown Resident (1130 SE Cass)

Eva Marie Chasteen – Downtown Restaurant (Little Brothers Pub)

Paul Bentley – Downtown Professional Service Provider (Paul Bentley Architect)

Susie Johnston-Forte – DRA

Misty Ross – Downtown Personal Service Owner (Hair Garage Barber/Salon)

Brian Prawitz - City Council Liaison, Laurelwood Resident & Downtown Professional Service Provider

Ashley Hicks – City Council (Former Downtown Business Owner)

Stu Cowie – City Staff (Community Development Director)

City Management Team

Stu Cowie – Community Development Director

Nikki Messenger – City Manager

Ron Harker – Finance Director

Amy Sowa – City Recorder

Eric Johnson – Communications Specialist

Agenda

- | | |
|--|-----------|
| 1. Introductions | Williams |
| 2. Review SAC Meeting Notes Summary | Williams |
| 3. Review Guiding Principles Document Draft | Williams |
| 4. Consultant Preview of Finances/Enforcement | Ronchelli |
| 5. Public Outreach | Reynolds |
| ○ Review survey | |
| ○ Discuss open house date/format | |
| 6. Next Steps | Williams |
| ○ Update GP Draft per today's input | |
| ○ Initiate Public Outreach elements | |
| ○ Provide White Paper on Finances/Enforcement | |
| 7. Adjourn | |

Meeting#1 Notes Summary



Changes or additions?

Guiding Principles



- *Guiding Principles are intended to support desired outcomes and honor the unique character of Roseburg's downtown.*
- *They serve as a guide to decision-making; tying strategy decisions directly to priority principles.*
- *They can serve to inform the community as to why decisions, strategies and changes to the system are being made.*

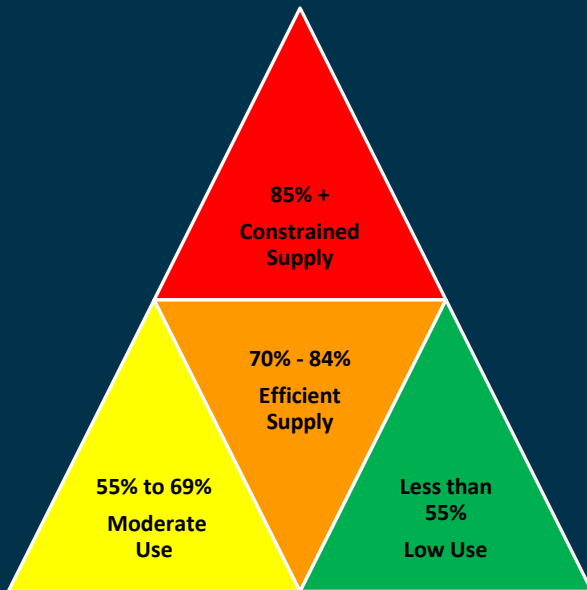
Guiding Principles Draft Summary



Priority Users

- **On-street (downtown):**
 - ✓ *Customer/Visitor*
- **On-street (neighborhood):**
 - ✓ *Resident and Guest*
- **Off-street (public supply):**
 - ✓ *Employees*
 - ✓ *Visitors with longer term stay*
 - ✓ *Downtown Residents*

Guiding Principles Draft Summary



Capacity Management

- Decision-making is data based (to the highest degree possible)
- 85% Rule is an industry best practice
 - ✓ *Assures priority users are best served.*

Information Systems

Guiding Principles Draft



- **Need for basic metrics of performance**
 - ✓ *Routinely tracked and monitored*
- **Quality and informative signage systems**
 - ✓ *Consistent in message and look (brand or logo)*
 - ✓ *The public supply should be clearly distinguished from private supply.*
- **User-friendly public off-street facilities**
 - ✓ *Clean*
 - ✓ *Well-lit*
 - ✓ *Uniform in appearance*
- **Other usable and informative communication sources for users**
 - ✓ *Web-page, maps and other materials*

Guiding Principles Draft



Code & Regulations

- **Clear standards and guidelines that support:**
 - ✓ *Stated user priorities*
 - ✓ *Fair and reasonable enforcement and compliance*
 - ✓ *Streamlined operations and decision-making to assure an efficient use of the public supply*
 - ✓ *Business and economic growth (parking should not be a barrier to growth and vitality)*

Guiding Principles Draft

Financial Viability

- **Parking revenues should cover the cost of operations.**
 - ✓ *This is a key principle but may take time and phasing of new programs and strategies to achieve.*



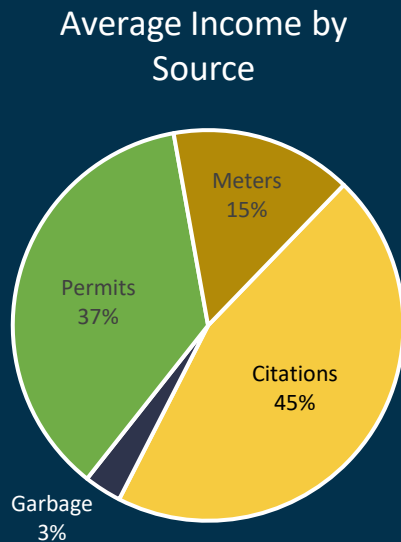
Guiding Principles Draft



Roles and Coordination

- **The City should lead in facilitating attainment of plan priorities.**
- **A representative body of affected private and public constituents routinely informs decision-making.**
 - ✓ *A sounding board for the parking plan and for the City Council*

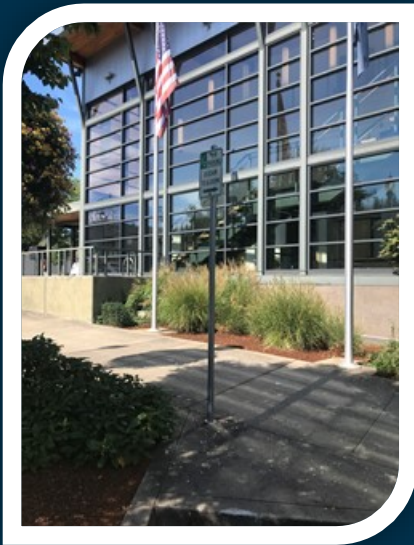
Finance and Enforcement - Preview



Key Findings – Initial Review

- System generates approx. \$177,000 in parking revenue annually
- Balance distribution of revenue sources
 - ✓ Higher % from meters & permits
 - ✓ Lower % from citations
- Parking management company is clearinghouse for ALL parking permits
- Ensure parking management program is financially self-sustaining (ideally, profitable)
 - ✓ Recalibrate cost of permits, update meter rates, and citation fee schedules
- Invest in updated parking payment technology – existing meters are beyond usable life

Public Outreach Update



Draft Survey

Question Review

1. Typical parking location (shopping/recreation)
2. Typical parking location (work)
3. Parking permit
4. Reasons for parking at a meter
5. Key issues
6. Difficulty finding parking
7. Demographics
8. Other Comments

Distribution Methods Discussion

Public Outreach Update

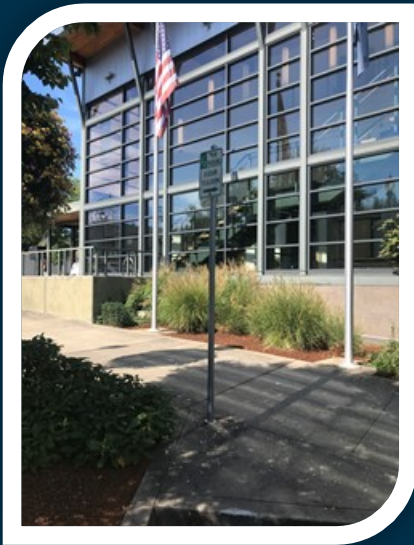
Open House

Date: Wednesday, November 18th

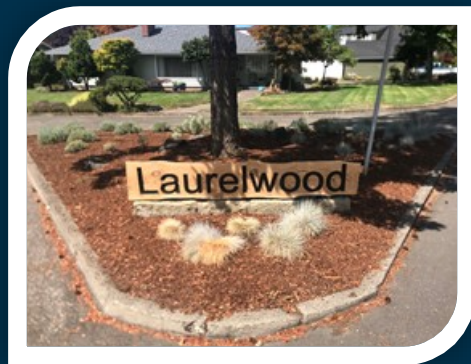
Time: 5:30pm – 7:00pm

Format: Virtual; Presentation (30 to 45 minutes) followed by Q & A

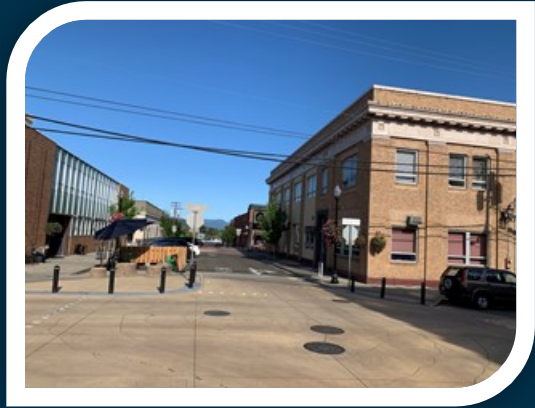
Topics: Project Goals; Existing Conditions; Guiding Principles



Next Steps



- Final SAC version of Guiding Principles
- Finance and Enforcement Summary Report to SAC for Review
- Launch Survey
- Next Meeting: November 17
- What more would the Committee like to see?



THANK YOU!